6-20-72.

Dear Kermit; Thanks very much for your very accurate report on receiving us.For the long 49 minute-period. You mentioned to us in your recent written report of June 9, 1972.Your Zenith Am-Fm receiver with the ferrite antenna only has done a remarkable job for you.You just can't beat Zenith radio equipment for the very best in performance.If I might indulge in comment a moment.Enclosed is a coverage map from us for you enjoy in the future.Should you stray down this way one winter.Be sure and look us up we'll be delighted to show you around in south Florida's historical everglades and a side-trip to one of the wonders of the world right here in our own front yard historic and very picturesque Lake Okeechobee. 750 square miles of fresh-water-lake.Not over 14 feet deep in its deepest part as facts would have it a wonderful and admiral sight for eyes that have never seen it and those that have.Better known as.South"Florida's Watershed and Resivour".

One or two other comments before closing.First you will note on our map here among other things,the closeness of Vero Beach,Florida to us here.And would like to introduce you to our Fm and Stereo Equipment. The Collins 830-D transmitter. 3K watts ,radiated-power.And Collins control room and console equipment. Utlizing both modes of Fm broadcasting. Stereo and Monoral.Depending on which our daily operating schedule calls for. We of course use both daily in our programming. which is quite a boon to our Am department since it operates from local sunrise to sunset. Fm carries part of the program load for both stations after sunset.We only duo-cast on public service and weather features. In case you may wonder?

Lots of good luck in your scientific research in the electronics field for the future and present. Not forgetting the pass in this case.

From the Staff and Management of W.S.W.N.

Am-Fm-Stereo. 900 khz 93.5 mhz.

Carrol C. Turner Jr. Chief Engineer.

Carrol C. Turner Jr. C.E.

WSWN

"The Mighty Ninety"
Belle Glade, Florida

PALM BEACH COUNTY ranks among the top farm production counties in America . . . gross farm income **exceeds $174 Millions.** Agriculture contributes 35 percent of the total economy.

PALM BEACH COUNTY leads the USA (east of the Mississippi) in vegetable production . . . with **37,000 Carloads per year** . . . 75% of Florida's vegetable production and 50% of Florida's total farm economy!

WSWN-Land leads the continental United States in Sugar Cane production . . . 180,000 acres. Nine sugar mills and three refineries process the crops . . . and, currently, large tracts in the county are being developed for cattle grazing and for citrus groves.

WSWN-900 RADIO (Established 1947) airs selected blocks of informative programs beamed to this high income farm group . . . complete Market Reports . . . Vegetables and Cattle plus Farm Interviews.

WSWN's Miami Weather Bureau line keeps area listeners informed with up-to-the-minute weather reports and . . . **now, there's WSWN-FM STEREO, too!**

Market Data:	0.5 MVM Coverage	0.1 MVM Coverage
Population	1,912,000	2,375,000
Households	618,390	704,050
Radio Homes	613,260	695,750
Private Autos	722,960	915,050
Spendable Income	$3,457,839,000	4,005,382,000
RETAIL SALES:		
Food Stores	$ 632,058,000	798,055,000
Drug Stores	$ 105,365,000	183,215,000
Genl. Merchandise	$ 281,041,000	352,088,000
Apparel Stores	$ 208,945,000	273,003,000
Home Furnishings	$ 152,190,000	208,321,000
Auto Sales	$ 538,290,000	642,047,000
Service Stations	$ 222,153,000	314,058,000
TOTAL RETAIL SALES	$2,824,005,000	3,714,073,000
FARM DATA:		
Farm Population	6,370	13,950
Gross Farm Income	$ 203,456,000	298,533,000

SOURCE: SRDS Consumer Data 1966.

In Fantastically Fabulous Palm Beach County!

IN 18 SOUTH FLORIDA COUNTIES ONLY SUNSHINE REACHES MORE HOMES!

WSWN

a DEE RIVERS Station

WSWN FM-Stereo at 93.5 MC Fulltime

Owned and Operated by

SEMINOLE BROADCASTING CO., INC

Marvin Smith, General Manager

P. O. Box 786

PHONE (305) 996-2063

Belle Glade, Florida 33430

Nationally Represented by:

Gill-Perna, Inc.

"THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY" Prepared by MARKET DATA ASSOCIATES

Field Measurements by:
E. W. BIE, Consulting Engineer
Miami, Florida